

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BIM1014 – INFORMATION SYSTEMS AND MULTIMEDIA

(All sections / Groups)

06 MARCH 2017

9.00 – 11.00

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE (3)** printed pages including cover page.
2. Answer **ALL** questions in the answer booklet provided to you.
3. Marks are shown at the end of each question.

ESSAY QUESTIONS (100 Marks)

There are **FOUR (4)** questions in this section. Answer **ALL** questions.

Question 1

- a. With an appropriate example discuss any **FIVE (5)** reasons why Information Systems is relevant for all industries today? (15 marks)
- b. Briefly describe Transaction Processing Systems (**TPS**) used in today's business. (10 marks)

(Total: 25 marks)

Question 2

- a. Describe **ANY FOUR (4)** characteristics of Online Analytical Processing (**OLAP**) and their benefits. (12 marks)
- b. Describe analytical customer relationship management (**CRM**) systems and how it enhances business management in organizations? (13 marks)

(Total: 25 marks)

Question 3

- a. Define supply chain planning (SCP) and briefly explain any **TWO (2)** processes that are generally supported by its modules. (10 marks)
- b. Explain what are cookies? (5 marks)
- c. How is a virus different from a worm? (5 marks)
- d. How is a worm different from a Trojan horse? (5 marks)

(Total: 25 marks)

Question 4

- a. #mydigitalmaker is an initiative to transform Malaysian youth from digital users to digital producers and to strengthen problem solving and creativity amongst youth. Being the President of Multimedia Club in your university, suggest **FIVE (5)** multimedia projects that your club members may initiate under this programme. (10 marks)
- b. Discuss the use of any **FIVE (5)** basic software tools for a multimedia project. (15 marks)

(Total: 25 marks)

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